ABSTRACT OF THE DISCLOSURE

A method for controlling a wrapping machine for printed products that includes determining the size of an incoming gap in a printed product stream and controlling a speed of the wrapping machine as a function of the size of the incoming gap. The controlling step includes intentionally leaving, in the printed product stream in the wrapper machine, at least a single product gap corresponding to the incoming gap so as to create at least one empty bag. A newspaper finishing machine and controller are also provided.